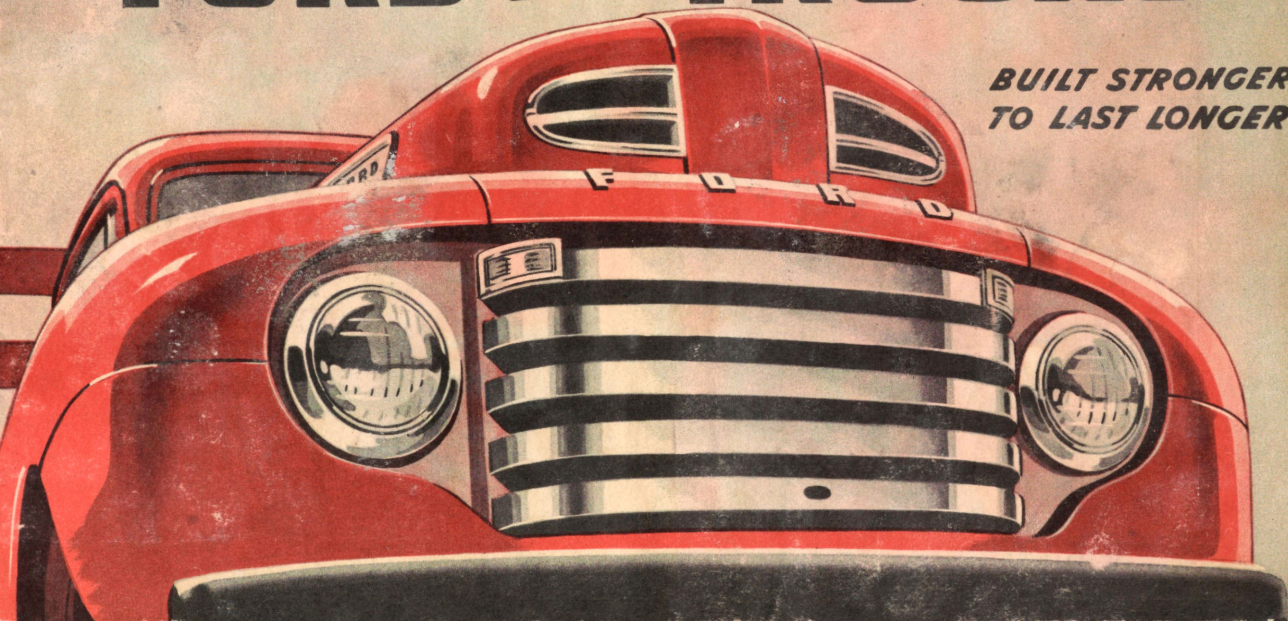


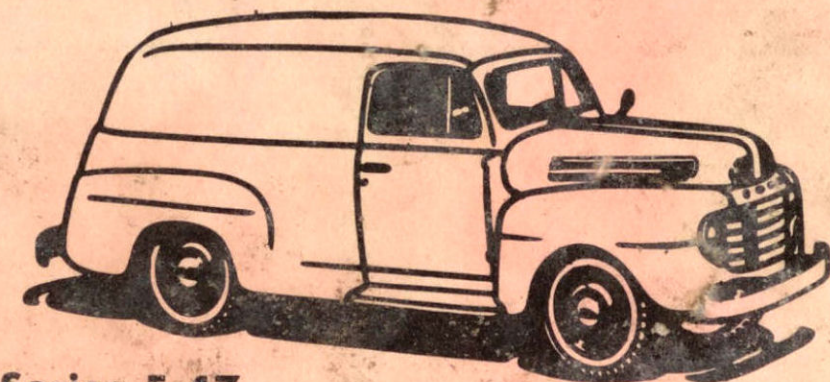
Brand NEW for '48

FORD *Bonus Built* TRUCKS

*BUILT STRONGER
TO LAST LONGER*

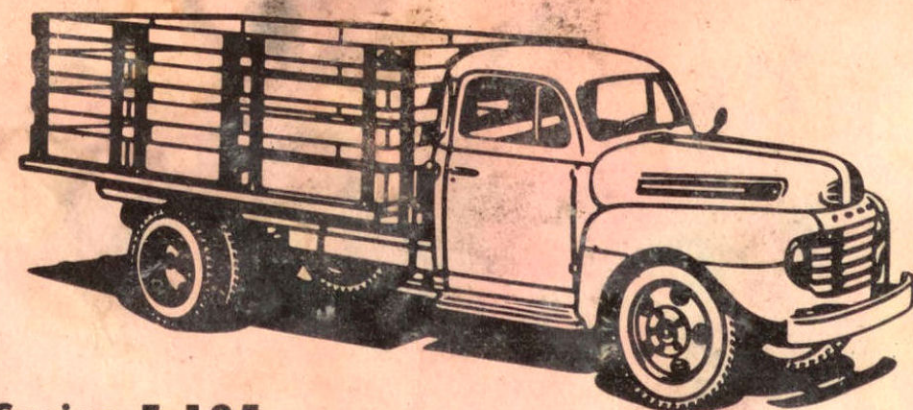


GREATEST **FORD TRUCKS** EVER OFFERED!



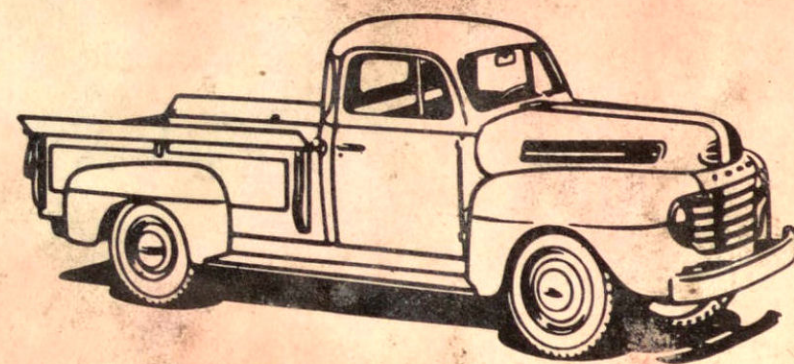
Series F-47

Max. gross vehicle weight: 4,700 lbs; nominal rating: 1/2-ton; 239 cu. in. Ford V-8 engine 175 ft lb. torque. 114 in. wheelbase. Models available: 6 1/2 ft. pickup, 8 ft. panel, 8 ft. deluxe panel, chassis with cab, chassis with cowl, chassis with cowl and windshield.



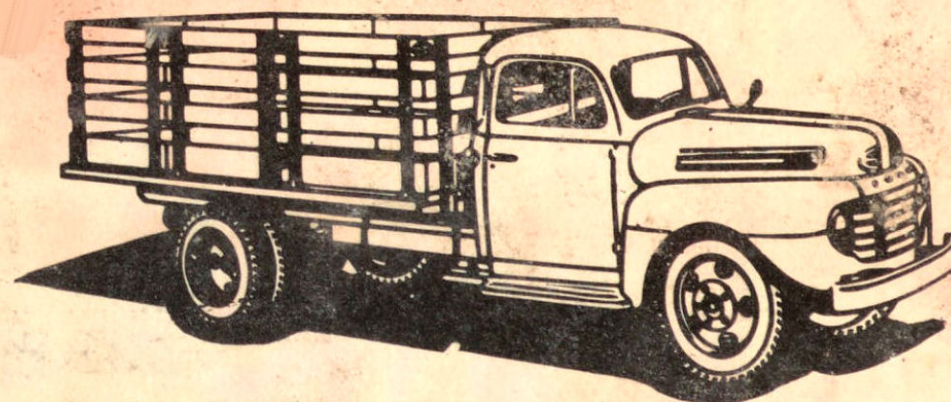
Series F-135

Max. gross vehicle weight: 13,500 lbs; nominal rating: 2-tons; 239 cu. in. Ford V-8 truck engine 183 ft lb. torque. 134-, 158- and 176-in. wheelbases. Models available: chassis with cab, chassis with cowl, chassis with cowl and windshield.



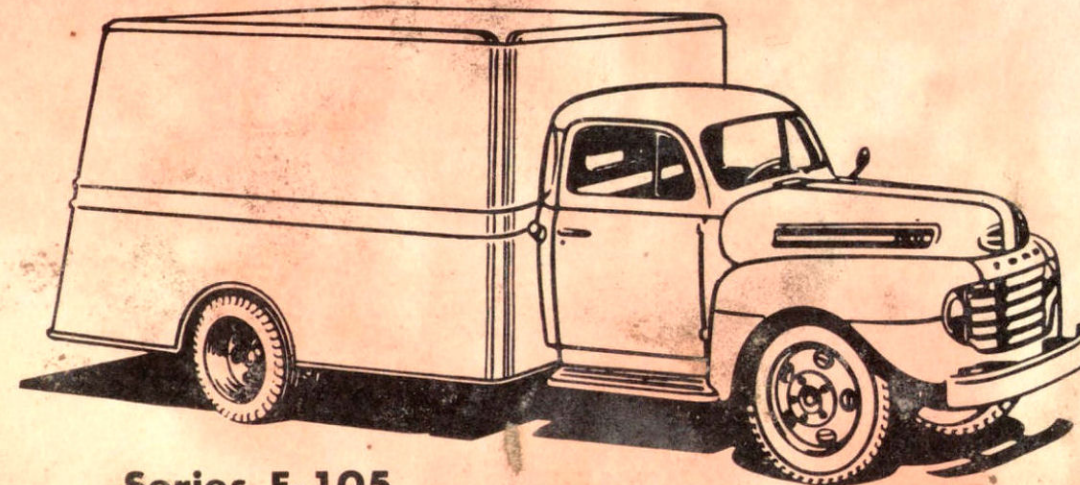
Series F-68

Max. gross vehicle weight: 6,800 lbs; nominal rating: 1-ton; 239 cu. in. Ford V-8 engine 175 ft lb. torque. 122 in. wheelbase. Models available: 8 ft. express, chassis with cab, chassis with cowl, chassis with cowl and windshield.



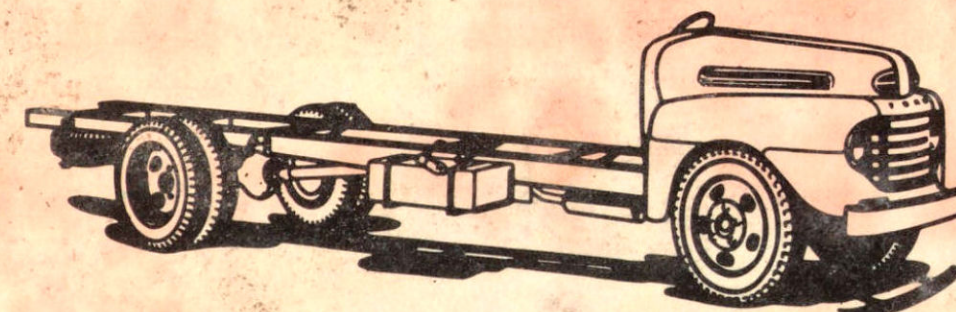
Series F-155

Max. gross vehicle weight: 15,500 lbs; nominal rating: 3-tons; 239 cu. in. Ford V-8 truck engine 183 ft lb. torque. 134-, 158- and 176-in. wheelbases. Models available: chassis with cab, chassis with cowl, chassis with cowl and windshield.



Series F-105

Max. gross vehicle weight: 10,500 lbs; nominal rating: 1 1/2-tons; 239 cu. in. Ford V-8 engine 175 ft lb. torque. 134- and 158-in. wheelbases. Models available: chassis with cab, chassis with cowl, chassis with cowl and windshield.



Series F-155 SCHOOL BUS CHASSIS

Max. gross vehicle weight: 15,500 lbs; 239 cu. in. Ford V-8 truck engine; 183 ft lb. torque. 194-in. wheelbase. Available as chassis with cowl.

NEW! NEW! BRAND NEW!

✓ **New**

MILLION DOLLAR CAB—with real living room comfort for the driver. Roomier, all-steel welded construction; 3-Way Air Control; One-piece picture-window windshield for maximum visibility; Adjustable Coach-Type Seat.

✓ **New**

LEVEL ACTION CAB SUSPENSION—insulates cab against noise, frame weave and vibration.

✓ **New**

HUSKY CHANNEL SECTION BUMPER—attached directly to extended frame for greater protection; acts as an additional cross member for frame reinforcement.

✓ **New**

STEERING LINKAGE—for more uniform, more stable control; Roll-Action Steering Gear takes friction out of steering at three key points; new husky steering column bracket.

✓ **New**

WHEELS AND RIMS—tapered steel disc wheels with 2-piece wide base rims, 5° tapered bead seats for longer tire life and greater load stability. (Series F-47 have drop centre rims.)

✓ **New**

REMOVEABLE BRAKE DRUMS—simplify maintenance; drums can be removed separately from hubs for faster, easier servicing.

✓ **New**

TRUCK HARDWARE—designed for hard use and long life.

MORE FORD TRUCKS SOLD IN CANADA THAN ANY OTHER MAKE !

BUILT STRONGER TO LAST LONGER!

Bonus Built* Construction

Assures Wider Use, Longer Life for Ford Trucks

Ford Trucks are built not just strong enough . . . but *Bonus Built* for *extra strength* in every vital part.

This extra strength provides work reserves that pay off in two important ways:

First, they permit you to handle loads beyond the normal call of duty.

This means Ford *Bonus Built* Trucks have a greater *range of use*. They are not confined to doing a single, specific job.

Second, those same *work reserves* permit Ford Trucks to relax on the job . . . to do their jobs easier, with less strain and less wear. Thus Ford Trucks *last longer* because they work *easier*. Proof? *There are more Ford Trucks sold in Canada than any other make!*

**Webster's Dictionary Definition of word "Bonus": "Something given in addition to what is usual or strictly due".*



**BONUS BUILT
FRAMES**

Ford frames are built with a sinewy extra strength, engineered to provide extra strength in all models—excess weight in none.



**BONUS BUILT
AXLES**

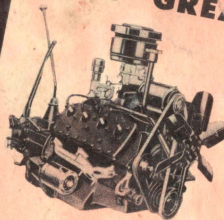
In laboratory tests, Ford front axles are twisted cold, five complete turns, without evidence of fracture. Proof of extra toughness.



**BONUS BUILT
PROPELLER SHAFTS**

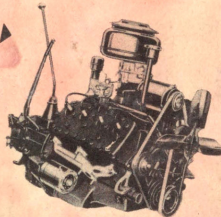
Ford *Bonus Built* Truck propeller shafts can take a twist many times the torque capacity needed—ample work reserves for the heaviest jobs.

TWO GREAT ENGINES



240 cu. in. Ford V-8
Truck engine 183
ft. lb. torque at 1,600
R.P.M. used in
Series F-135 and
F-155.

239 cu. in. Ford V-8
engine 175 ft. lb.
torque at 1,850
R.P.M. used in
Series F-47, F-68
and F-105.



AD. 803

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